

# **KAMARAJ COLLEGE (Autonomous)**

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI – 628 003

**(5 Pages)**

**Reg. No: .....**

**Question. Code No : 25E00103**

**Sub Code : 24UEEC22**

**UG Degree - End Semester Examinations, April 2025**

**Second Semester**

**B.A. ECONOMICS**

**Introduction to E-Commerce**

**(For those who joined in July 2024 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**PART – A (10 × 1 = 10 Marks)**

**Answer ALL Questions**

**Choose the correct answer :**

1. Which technology is primarily used in e-commerce transactions?  
(a) Blockchain (b) Typewriter  
(c) Manual calculation (d) Telegram

2. When was the world wide web introduced?
  - (a) 1989
  - (b) 1995
  - (c) 2000
  - (d) 2010
3. Which of the following is not a feature of tiling?
  - (a) Online product catalog
  - (b) Storefronts
  - (c) Secure payment options
  - (d) Home delivery
4. What is the main advantage of electronic retail business model?
  - (a) Customer access is limited
  - (b) High operational costs
  - (c) 24/7 availability and global access
  - (d) Workplace addiction stores
5. What is the purpose of influencer marketing in e-commerce?
  - (a) Using industry experts to validate products
  - (b) Avoid partnerships with social media celebrities
  - (c) Restricting marketing only to stores
  - (d) Relying only on offline ads
6. What is Remarketing in Digital Marketing?
  - (a) Targeting users who have previously interacted with a website
  - (b) Sending spam emails to random customers
  - (c) Ignoring previous visitors and focusing only on new ones
  - (d) Limiting advertisements to print media

7. Which EDI standard is widely used for business documents?  
(a) ASCII (b) EBCDIC  
(c) ANSIX12 (d) Unicode
8. Where does EDI Communication usually occur?  
(a) Public Internet only (b) Private Networks or VPNs  
(c) Bluetooth (d) Infrared
9. What does non-rejection mean in e-commerce?  
(a) Denial of transaction  
(b) Guarantee that the transaction has taken place  
(c) Protecting data from unauthorized access  
(d) Ensuring network availability
10. What are the ethical concerns regarding online advertising?  
(a) Authenticity (b) Suitability  
(c) Frequency (d) Job opportunity

**PART - B (5 X 5 = 25 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 250 words.**

11. (a) Assess how artificial intelligence is impacting business?

**(OR)**

- (b) Identify challenges and risks in e-commerce.

12. (a) List the advantages of e-tilling.

**(OR)**

- (b) Explain the main challenges in electronic retailing.
13. (a) Discuss the different types of electronic services offered online.

**(OR)**

- (b) Discuss the concept of Web Enabled Services and give examples.
14. (a) Find out why encryption is important for online data.

**(OR)**

- (b) Identify common cyber threats to e-commerce.
15. (a) Explain two basic ethical concepts applicable to e-commerce.

**(OR)**

- (b) How can we organize and think about ethical issues in e-commerce?

**PART - C (5 X 8 = 40 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 500 words.**

16. (a) Explain the role of AI in e-commerce.

**(OR)**

(b) Compare traditional business vs business explain.

17. (a) Explain its advantages and challenges of e-tilling.

**(OR)**

(b) How customer behaviour affects business models. Prove that.

18. (a) Find out if selling information online is ethical ? Why are there problems?

**(OR)**

(b) Find out how business can use social media for marketing?

19. (a) Explore how Orum's business can protect itself from cybercrime?

**(OR)**

(b) List the different types of firewalls.

20. (a) How does international trade affect business ethics? Find out that?

**(OR)**

(b) Analyse how businesses can make their website accessible to everyone.